

Established Reputation

In the purchase of Diamonds, Watches, Jewelry, etc., you must depend upon the merchant for quality. As Shakespeare remarks in the "Merchant of Venice": "All is not gold that glitters." Neither is all so-called cut glass the real article. Neither do all watches answer the purpose for which they are intended, nor all Diamonds of equal value. In making your purchases of "Everitt" you can depend absolutely on learning the truth about these things. Our reputation is the outgrowth of 30 years of honorable business in Albuquerque. You will find our store replete with the very best goods usually found at exclusive jewelers and as our trade is unusually large at this season of the year, so in proportion you will find our prices unusually reasonable.

Remember the quality of an article remains with you long after the price is forgotten.

As an inducement to morning shoppers we shall, on request, return 5 per cent of the cash on all purchases made before 1 o'clock each day until Christmas.

ESTD. 1883
Everitt
THE DIAMOND PALACE
RELIABLE
WATCHMAKERS & JEWELERS
107 W. CENTRAL AVE.
ALBUQUERQUE, N. M.

Diamond Rings

Watches for Boys, \$1.00 to \$5.00.
Diamond Brooches.
Watches for Girls, \$2.00 to \$7.50.
Diamond Ear Screws.
Watches for Men, \$5.00 to \$100.00.
Diamond Studs.
Watches for Ladies, \$7.50 to \$100.
Diamond Links.
Bracelet Watches.
Diamond Brooches.
Scarf Pins.
Diamond Lavallieres.
Brooches.
Ear Rings.
Lavallieres.
Chains.
Necklaces.
Cat Chain, Genuine Hand Out.
Clocks.
Toilet Sets.
Manicure Sets.
Silver Tea Sets.
Triple Plate Knives and Forks, \$2.50 sets.
Sterling Silver.
Jewel Boxes.
Shaving Sets.
Silver Deposit Ware.
Hand Painted China.
Cups, Umbrellas.

ESTD. 1883
Everitt
THE DIAMOND PALACE
RELIABLE
WATCHMAKERS & JEWELERS
107 W. CENTRAL AVE.
ALBUQUERQUE, N. M.

Crescent Hardware Co.

STOVES AND RANGES
PRACTICAL PLUMBERS AND TINNERS
AGENTS FOR
Marsh Simplex and Advance Duplex Steam Pumps
318 West Central Avenue. Phone 315

Try Login Cabin Maple Syrup
The most delicious and best flavored maple syrup on the market.

Charles Ifeld Company
Wholesalers of Everything
Las Vegas, Albuquerque, Santa Rosa

The Best Dressed Man at the Theater Last Night was probably wearing a STEIN-BLOCH Tuxedo Suit

We have seen merchant tailors looking at our window display. There is something in a STEIN-BLOCH TAILORED SUIT or OVERCOAT that is hard to describe, but it fits you and becomes you

TUXEDO COAT AND VEST
\$35

Just stop a minute this afternoon and try on one suit.

MAIL ORDERS PROMPTLY FILLED

E. T. Washburn Co.
1203 Second St. - 1st floor

A HARMLESS WAY TO DARKEN THE HAIR

A Little Sage and Sulphur Makes Gray Hair Vanish--A Remedy for All Hair Troubles.

Who does not know the value of sage and sulphur for keeping the hair dark, soft, glossy and in good condition? As a matter of fact sulphur is a natural element of hair, and a deficiency of it in the hair is held by many scalp specialists to be connected with loss of color and vitality of the hair. Unquestionably there is no better remedy for hair and scalp troubles, especially premature grays, than sage and sulphur, if properly prepared. The Wyeth Chemical Company of New York put up an ideal remedy of this kind, called Wyeth's Sage and Sulphur Hair Remedy, and authorize druggists to sell it under guarantee that the money will be refunded if it fails to do exactly as represented.

If you have dandruff, or if your hair is thin or turning gray, get a bottle of this remedy from your druggist today and see what it will do for you.

This preparation is offered to the public at fifty cents a bottle, and is recommended and sold by all druggists.

DUKE CITY CLEANERS

We clean hats, men's and women's clothing, rugs, curtains, draperies, etc. 320 West Gold. Phone 448.
Promptness Our Motto.

PHONE 403.

ALBUQUERQUE PLANING MILL COMPANY

OLDEST AND MOST RELIABLE
403 & First St. Albuquerque, N. M.

THE ANGELUS HOTEL

One of the most beautifully furnished and modern hotels in the Southwest; newly equipped throughout. European plan. Third floor Laun-derette Building. Second and Copper
F. W. and A. M. HAMM, Props.

Crollott & Waters

FUNERAL DIRECTORS AND EMBALMERS—Lady Assistant.
111 West Lead; Phone, Night or Day, 575.

Springer

TRANSFER COMPANY

PROMPT—REASONABLE—RELIABLE.
110 Gold Avenue.

LOCAL AND PERSONAL

THE WEATHER.
Tonight and Thursday fair with rising temperature.

Bieber Co., Opticians. Phone 465.
W. C. Bradley is here for a few days' visit from his home in Selenia.

C. M. Brooks of McIntyre is a visitor in Albuquerque today.

Jo J. Sheridan, territorial mine inspector, is visiting Albuquerque today.

Attorney Isaac Barth left for Santa Fe last night on legal business.

Watch for the KNOWLEDGE CONTEST in Friday's Herald. Valuable prizes will be given winners.

A. M. Skinner and A. D. Coon of Socorro, arrived in Albuquerque last night on a brief business trip.

Riley Edwards, a former resident of this city, but now of Carthage, is here for a brief visit.

F. Silva and E. Lucero are visitors today from Bernalillo, having arrived last night.

Watch for the KNOWLEDGE CONTEST in Friday's Herald. Valuable prizes will be given winners.

J. W. Will, Blas Duran and Esperdon Duran are in the city from Duran, N. M., on business.

Watch for the KNOWLEDGE CONTEST in Friday's Herald. Valuable prizes will be given winners.

J. W. Collier of the mounted police arrived in Albuquerque last night from Estancia.

Solomon Luna is spending a day or two in the city on business, having arrived last night.

Born, December 27, 1911, to Mr. and Mrs. Fred Smith, of 500 South Walter, a son.

W. F. Burbage of Winslow arrived on No. 19 this morning on a brief business visit to Albuquerque.

B. J. Newers of Topeka, who is connected with the Santa Fe, is visiting Albuquerque for a few days on railroad business.

W. A. Tinton, government surveyor in Santa Fe, and his daughter, Miss Anna L. Tinton of Oklahoma City, are visiting this city today.

Joe S. Beem left this morning for Socorro for a business visit, after spending several weeks in Albuquerque.

Horse blankets, carriage and auto lap robes at special sale prices, 20 per cent off for ten days. J. Korber & Co.

G. A. Gutches, forester for the Indian service, is in Albuquerque after an extended trip over several reservations.

Mr. and Mrs. James McCready left on the Santa Fe limited yesterday for San Diego, after spending several months here.

Mr. and Mrs. A. Clarence Jones of New York, left on the California limited today for Grand Canyon, after a visit of several weeks in Albuquerque.

Dr. C. O. Keck, government physician to the Pueblo Indians, left on delayed No. 19 today for Algodones, on professional business.

C. B. Strohm, transportation superintendent for the Santa Fe, arrived in Albuquerque last night in private car No. 16, and is spending the day here on Santa Fe business.

A. R. Seider, a former student of the University and now principal of the Carlsbad high school, is spending Christmas holidays here with his parents.

William Balfour, transportation inspector for the Santa Fe, will leave tonight for a trip over the southern division, after spending Christmas here.

Mark Levy, a well known impresario for Simon Stern, the Central avenue clothier, returned last night from a brief visit to Santa Fe. While in the capital Mr. Levy called on his old friend Governor Mills.

Captain Spivey, a well known figure at the Alvarado, and his son, A. R. Spivey, one of the popular young men of the city, will return tonight from Topeka, where they have been spending the holidays with relatives.

T. E. Purdy, formerly agent for the Santa Fe here, but now agent at Gallup, returned to the McKinley county town early last night, after spending several days here on Santa Fe business.

Two crates of Angora goats, shipped

Sets on sale Wednesday morning for the Butterflies at Matson's. The performance will take place at Odd Fellows' hall Friday evening at 8:30.

You Need a Sectionette

System is the watch word. Join in the campaign for scientific management.

Start in the new year by eliminating waste. Your old system wastes time and nerve.

Have everything at your finger tips. It will pay.

Let us show you. Phone 1104.

Strong's Book Store

"YOUR MONEY BACK IF YOU WANT IT."

by Chandler and company of Silver City to people in Tennessee attracted considerable attention at the depot this morning, where they were transferred by the express company.

Miss Ruth Supple left this morning for Santa Fe, to visit Miss Veech of the forest service. Miss Supple is but 12 years old, and was accompanied to the station by her grandfather and her mother, but made the trip alone.

H. F. Robinson, head of the irrigation branch of the Indian service for this district, will leave tonight to accompany his wife and baby to Phoenix, where they will remain during the cold weather. He will stop at several points on the way back to attend to service business.

A. E. Sweet, general manager of the Rock Island, spent several hours in the city this morning, between trains. Mr. Sweet has been spending the holidays with his father and mother in Socorro, and is now returning to work. He declined to be interviewed, saying that he had left business behind when he came west on this trip.

FROZEN PIPES IN MANY HOUSES IN ALBUQUERQUE

Plumbers Work Overtime Fixing Leaks and Bailing Out Water from Cellars, Kitchens and Bathrooms.

Electric thawing apparatuses and Blison wrenches are being wielded with vigor today by the journeymen plumbers as the result of the damage done to the plumbing service in many buildings and homes in Albuquerque during the zero weather which prevailed during the early morning hours yesterday and today. The plumbers are swamped today with hurry-up calls. They all worked until late last night repairing burst pipes and bailing water out of flooded places. It was a common sight this morning for plumbers to see the cooks in kitchens of residences waiting about in rubber boots trying to prepare meals.

LIVELY CONTEST IN THE HERALD ON FRIDAY

Handsome Prizes Will Be Offered Readers of This Paper Who Know Albuquerque Thoroughly.

In the entertaining Knowledge Contest, announced for Friday evening's issue of this paper, Herald readers will be given a chance to show whether they really know as much about the business houses of this town as they think they do.

Valuable prizes are to be awarded those who prove that they are real observers of business conditions in their home town. Watch for the Knowledge Contest. It is sure to interest you—and it may win you something really worth having.

Heartburn is a symptom of indigestion. Take a dose of HEBBINE in such cases. The pain disappears instantly. The bowels operate speedily and you feel fine, vigorous and cheerful. Price 50c. Sold by all druggists.

When your feet are wet and cold, and your body chilled through and through from exposure, take a big dose of Chamberlain's Cough Remedy, bathe your feet in hot water before going to bed, and you are almost certain to ward off a severe cold. For sale by all dealers.

Try a Herald Want Ad. It will bring you results.

MALLOY'S



We are exclusive selling agents for the

CLUB HOUSE BRAND

Highest Grade Fruits, Vegetables, Jellies, Salad Dressing, etc., etc.

Use it and get the best.

A. J. MALLOY

Phones 172 and 173.
216 West Central Avenue

NINETEEN ABOVE IS RECORDED HERE AT NOON

Minimum Temperature Registered at Rio Grande School Observatory During Night Was Eight Below.

The thermometer registered 19 degrees above zero at noon today at the Rio Grande industrial school observatory, three miles south of Albuquerque. According to Observer A. C. Heyman, the minimum temperature during last night, recorded at 4 o'clock this morning was 8 below. At 7 o'clock this morning the mercury stood at four below.

Warmer weather will prevail during tonight and tomorrow, according to the forecast of the United States observer in Santa Fe.

Do you know your own merchant? If you do, you can win valuable prizes in The Herald's KNOWLEDGE CONTEST.

Whooping in the lungs indicates that phlegm is obstructing the air passages. BALLARD'S HOREHOUND SYRUP loosens the phlegm so that it can be coughed up and ejected. Price 50c. 50c and \$1.00 per bottle. Sold by All Druggists.

Choice Potted Plants AT 1/2 PRICE

Cyclamen, Azaleas, Poinsettias, Begonias, Primroses, Narcissus in Pots, Ferns.

Albuquerque Floral Co.

PHONE 466.
West Central Ave.

Reduced Prices!

We have made some material price reductions on
Suits and Overcoats
Sweater Coats
Underwear
and other things---see us before buying.

Simon Stern

CENTRAL AVENUE CLOTHIER

Montezuma Grocery & Liquor Co.

Imported and Domestic Goods. Specialty of Lucan Pure Olive Oil. Wholesale and Retail Liquor. Agent for San Antonio Limes, Always Fresh. Price Right. Call, Phone or Send for Solicitor. Phone 1929.

CONSOLIDATED LIQUOR & KEG BEER COMPANY

Offices Cor. First and Copper

Everything in Our Line. Write for Illustrated Catalog

LEMP'S KEG BEER A SPECIALTY

Phone 138 P. O. Box 316

W. H. HAHN COMPANY
For the Best in Fuel of All Kinds.
CEMENT LUMP.
GALLUP LUMP.
GALLUP EGG.
ANTHRACITE, ALL SIZES
KINDLING AND MILL WOOD
SHUCK AND PLASTERING LIME
SANTA FE BRICK.
PHONE 91.

NEW COAL YARD

The New State Coal Yard
CHAS. W. KUNZ, Prop.

We are now prepared to do business and solicit your orders. We guarantee good, hand-screened coal.

PROMPT DELIVERY
2000 pounds to the Ton

YARD--Fruit Avenue and A. T. & S. F. Tracks.

PHONE 35



AZTEC FUEL CO.
COAL AND WOOD

Phone 251 First and Granite

American Hotel

REMODELED AND REBURNISHED THROUGHOUT.
Transient rates, 50c per day. Comfortable and attractive rooms for gentlemen, by the month, from \$5 to \$15. A few, convenient housekeeping rooms left.

Mrs. O. Dincolo, Prop.
902 1/2 West Central Avenue.

For the best credit horses in the city call phone No. 3, W. L. Trimble, 113 North Second street.

FRESH BREAD, ROLLS, PIES AND CAKES.
HOME BAKERY
111 North First Street
PHONE 466.

At Your Door for Breakfast.
MATTHEW'S
Milk and Cream.
Phone 420.

Big Pay in Civil Service

The pay is good, the work congenial, and promotion rapid in the U. S. Civil Service. If you are an American man or woman over 18 you are eligible for any government position if you pass the Civil Service Examination. To learn how you can qualify in your spare time, write for our free Civil Service booklet. M. CHITTON, Hogshead, representative of International Correspondence Schools, Box 148, Albuquerque, N. M.

Try a Herald Want Ad. They Will Bring Results.